

Message Text

UNCLASSIFIED

PAGE 01 KUWAIT 01655 201442Z
ACTION NEA-10

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TO USDOC WASHDC
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UNCLAS KUWAIT 1655

E.O. 11652: N/A
TAGS: BBSR, KU
SUBJECT: ADS REQUEST SKYLARK MEATS INC. (OMAHA, NEBRASKA)

REF: CD-144 OF JANUARY 1, 1978

1. MAJOR KUWAIT IMPORTERS OF BEEF, MUTTON AND LAMB EXHIBITED LITTLE INTEREST IN SKYLARK MEAT'S PROPOSAL OF AGENCY RELATIONSHIP FOR SALE OF BOX QUANTITIES OF AMERICAN CUTS OF MEAT IN CONTROLLED PORTIONS, SINCE KUWAITI MARKET NOT USED TO SUCH CUTS. THE KUWAIT FOOD CO., WHICH CATERS TO THE NARROW, WESTERNIZED SEGMENT OF THE LOCAL MARKET AS WELL AS TO ARAB TASTES AND DOES ITS OWN CUTTING, DRESSING AND PROCESSING OF WHOLE CARCASSES, DOUBTED WHETHER THE DEMAND WOULD BE SUFFICIENT TO JUSTIFY HANDLING WHAT WOULD BE PERCEIVED AS A PREMIUM, HIGH-PRICED PRODUCT.

2. ALL PORK PRODUCTS ARE PROHIBITED BECAUSE OF ISLAMIC LAW, HENCE PART OF THE ITEMS PROPOSED WOULD NOT SELL HERE.

3. BEEF CARCASSES ARE IMPORTED INTO KUWAIT AT ROUGHLY 94 US CENTS A POUND F.A.S. AUSTRALIA. PROCESSING ADDS INCREMENTALLY TO THAT COST. THE RETAIL PRICE PER POUND FOR A QUASI-AMERICAN STYLE SIRLOIN CUT AT THE AUSTRALIAN MEAT MARKET, A LOCAL RETAIL OUTLET, WAS
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\$1.47 ON MARCH 14, 1978. SHOULD SKYLARK FEEL THAT THEY CAN OFFER A BETTER DEAL ON THE COUNTER PRICE, PLEASE ADVISE. WITH C & F PRICE LISTS PROVIDED BY SKYLARK WE COULD MAKE ANOTHER ATTEMPT TO PROMOTE THIS ADS OPPORTUNITY.

4. FOR COMMERCE: THE FACTOR OF PRICE COMPETITIVENESS, USING PARA 1 - 3 INFORMATION AS A BASIS, SHOULD BE ADDED

TO THE CRITERIA USED TO SCREEN ADS REQUESTS FOR MEAT
PRODUCTS FOR KUWAIT.
MAESTRONE

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NNN

Message Attributes

Automatic Decaptioning: X
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Draft Date: 20 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Date: 01 jan 1960
Disposition Event:
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Original Previous Classification: n/a
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